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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/688,065	10/16/2003	Christopher R. McGee	020375-033110US	8138

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TOWNSEND AND TOWNSEND AND CREW, LLP  
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SAN FRANCISCO, CA 94111-3834

EXAMINER
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CARLSON, JEFFREY D

ART UNIT	PAPER NUMBER
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3622

MAIL DATE	DELIVERY MODE
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04/10/2008

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/688,065	<b>Applicant(s)</b> MCGEE ET AL.	
	<b>Examiner</b> Jeffrey D. Carlson	<b>Art Unit</b> 3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 17 January 2008.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-21 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)                     | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

### DETAILED ACTION

1. This action is responsive to the papers filed 1/17/2008.

#### ***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. **Claims 1-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Fortenberry et al (US6336098) in view of Fajkowski (US5905246).**

Regarding claims 1, 4, 12, 15, Fortenberry et al teaches a system that enables coupon creators to define coupon parameters, creates, stores and distributes electronic coupons to consumer users [abstract, col 2: lines 10-35]. The coupons can be defined as being redeemable with selected merchants [6:58-65, 7:10-19]. Redemption includes presenting the coupon and verifying that the coupon parameters/restrictions (proper product identifier, proper merchant identifier) are met [2:53-60, 6:1-20]. Fortenberry et al does not teach redemption of e-coupons at a physical retailer using a discount instrument. Fajkowski teaches e-coupon redemption at a physical POS where the user presents a coupon card having a user identifier associated therewith [4:4-6]. It would have been obvious to one of ordinary skill at the time of the invention to have provided such a card with that of Fortenberry et al so that brick-and-mortar shoppers can use the

system of Fortenberry et al for discounts. Fortenberry et al and Fajkowski both speak of preventing coupon fraud and it would have been obvious to one of ordinary skill at the time of the invention to have validated all of the coupon parameters with the central host during POS validation so that the proper discount amount, productID, merchantID can be confirmed before awarding the associated discount (i.e. obvious for the host to inform the requesting POS that the redemption parameters have been met and to authorize redemption). Inasmuch as pertinent, it would have been obvious to one of ordinary skill at the time of the invention to have defined a coupon redeemable at only one merchant.

Regarding claims 2, 3, 13, 14, it would have been obvious to one of ordinary skill at the time of the invention to have indicated that a coupon not being redeemed at the proper merchant or not associated with the proper productID will not be accepted so as to inform the consumer why the attempted coupon failed.

Regarding claims 5-7, 16-18, Fortenberry et al keeps records of all redemption data and it would have been obvious to one of ordinary skill at the time of the invention to have preserved failed redemption attempts as well, especially where the prior art indicates a desire to track potential redemption fraud. Any of the data in the stored redemption records can be taken to be "criteria" (for initiating of marketing efforts).

Regarding claims 8-11, 19-21, Fortenberry et al teaches that the retailer can reconcile (receive payments covering the discounted amounts) the coupons. It would have been obvious to one of ordinary skill at the time of the invention to have provided retailers reports that summarize coupon totals in support of the reconciliation process.

This would enable the retailers to confirm that they have been properly credited for discounts extended on behalf of the coupon issuers.

### ***Response to Arguments***

Applicant recites claim language argued as not met by the applied art, yet applicant stresses features not present in the claims. Applicant's statement that "*in other words*", 'the discount instrument offers discounts at several different merchants, but each merchant defines what discount is available at the merchant' demonstrates the difference between applicant's argument and claim language. Examiner has made a prima facie case of obviousness against the present claim language, yet applicant has not convincingly traversed the rejection of record. Applicant argues that the discount arrangements of the applied art are associated with products, not merchants. The fact that the coupons are redeemable only at participating merchants (the discount arrangements specify participating retailers) indicates they are clearly associated with merchants. Inasmuch as pertinent, it would have been obvious to one of ordinary skill at the time of the invention to have defined a coupon redeemable at only one merchant. Applicant argues that there is no suggestion that any test is performed to determine whether the merchant party is a merchant with which a discount arrangement is associated. As stated in the action, verifying that the server-defined coupon is being redeemed at a participating merchant reads on applicant's claimed "test".

Inasmuch as pertinent, retailer coupons were also well known in the art in addition to manufacturer coupons.

***Conclusion***

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jeffrey D. Carlson whose telephone number is 571-272-6716. The examiner can normally be reached on Monday-Fridays; off alternate Fridays.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Jeffrey D. Carlson/  
Primary Examiner, Art Unit 3622

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Primary Examiner  
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jdc